

**COMMUNITY DEVELOPMENT GRANTS ADMINISTRATION  
APPLICATION EXECUTIVE SUMMARY – FUNDING YEAR 2015**

**Milwaukee Youth Council – Youth Services Proposal**  
**Total Funds Available: \$73,960**

Total Amount Requested (CDBG FUNDS) \$ 20,000

(Note: Minimum Allocation is \$10,000)

Applicant Organization Name: Neu-Life Community Development

Organization Address: 2014 W North Avenue City: Milwaukee Zip 53205

Contact Person: Jody Rhodes Title Executive Director

Contact Person's

Telephone Number: 414-933-3924 Fax Number: 414-933-3932

E-Mail Address: neulife1@sbcglobal.net

Is applicant a 501 (C)(3) organization? Yes X No       

Is applicant a faith-based organization? Yes        No X

Federal Employer Identification Number 39-1805861

Executive Director: Jody Rhodes Phone Number 414-933-3924

Board President: William Robbins, Sr Phone Number 414-933-3924

CDGA  
2015 JUN 12 A 10:09

**Proposal submission(s) must be authorized and signed by an official of the Board of Directors.**

Name and title of Board Official: Joann Harris-Comodore, Board Member

Signature of Board Official: 

**NOTICE:**

A false statement or misrepresentation in the proposal to obtain grant funds and if funds are awarded, the funds and contract will be in default and the City may declare all of any part of the funds paid out immediately due and repayable to the City and the contract voided.

## PART 1: PROGRAM DESIGN & SPECIFICATIONS

**If you need more space in any section, you may attach additional pages**

### 1) HOUSEHOLDS/CLIENTS SERVED

**a) Describe the specific target population to be served, including target low income level and special needs populations, as applicable.**

Neu-Life Community Development is requesting funding for our Too Good for Drugs and Violence Program. The majority of the youth we serve come from the Lindsay Heights neighborhood of Milwaukee. Lindsay Heights is a neighborhood with a high concentration of children, youth and families. According to the US Bureau of population data from the Milwaukee Public Schools, residents (particularly youth) in the Lindsay Heights neighborhood are struggling with extreme circumstances of poverty, crime, substandard housing and low educational attainment. Crime rates are high in this neighborhood, and prevention programming for the young people who live in the neighborhood is critical to give them the skills necessary to make healthy life choices.

The Too Good for Drugs and Violence Program will serve teens aged 10 to 19. 95% will be free or reduced lunch qualified and 100% of the teens will be from the City of Milwaukee.

**b) Specify the total number of youth to receive direct services by your program.**

100 unduplicated youth will be served by direct programming in this program.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

## 2) OUTREACH:

a) Describe in a narrative, your agency's outreach and all of the methods that will be used to inform youth about your program.

Neu-Life Community Development primarily serves youth from the surrounding neighborhood in which we are located, the Lindsay Heights neighborhood. We have some youth from other parts of the city as well, but the majorities of the youth are able to walk to the program and are residents of the Lindsay Heights neighborhood. Neu-Life has done marketing within the neighborhood, handing out flyers to youth that live in the area. We also have area businesses and churches that also promote and hand out information about our programs. We do not do billboards, newspaper ads or radio marketing. Rather, we get out into the neighborhood and talk to the youth. We tell them about the Neu-Life Programs, tell them it's free to join if they are interested. Also, a lot of the current Neu-Life youth bring friends and relatives to the program as well. We also have a great partnership with Milwaukee Public Schools (MPS) that are in the neighborhood. It is not uncommon to go to the area parks for programming and end up with more teens than we started with. Grassroots outreach is what we have done and it has worked well to find the hard to reach youth in our neighborhood.

We have also embraced social media as a means to connect with teens. Our current teens are on some means of social media (Facebook, Instagram, Twitter) and other teens find Neu-Life via their friends. Social Media continues to become an effective way to reach the teens that need our programs the most.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

**Describe in detail ALL OF THE FOLLOWING:**

**3) The specific ACTIVITY to be performed:**

Neu-Life Community Development is proposing a program in the area of **Youth Violence Prevention**. The Too Good for Drugs and Violence Program will be implemented at two of our program sites (both are located within Lindsay Heights). The two sites are: 1.) Main Site, 2014 W North Avenue; and 2.) Gwen T Jackson CLC. We will be using an evidence-based curriculum to ensure quality prevention programming. The curriculum, in conjunction with our wide array of positive youth activities, will ensure that 100 youth from Milwaukee are engaged in activities that will help them stay safe and making positive choices.

A summary of the evidenced based curriculum:

Too Good for Drugs and Violence Program for youth aged 10 to 19

- It is a researched-based prevention education program, teaching teens aged ten to nineteen that they are “too good for drugs and violence” through a variety of positive, age- appropriate activities including games, case studies, role-play, cooperative learning and incorporating the arts.
- The activities are divided up by age groups to sustain the youth’s interest and correspond to their development level
- The curriculum focuses on a strength-based concept, helping teens develop resiliency traits that build a strong foundation for healthy habits and positive decision-making skills when confronted with alcohol, tobacco and other drug use.

The component of this program that is most innovative is that we have alumni teens (graduated teens) that help teach and facilitate the program to the students. Peer to Peer education is a proven Best Practice in prevention programming. *No funding is being requested for any stipends for any program participants or staff.*

Programming will occur during the after school and summer program hours. We will operate year-round, providing the curriculums PLUS a variety of other positive youth activities including:

Health and Wellness Programming  
Arts Education  
Life Skills  
Academic Enrichment  
Service Learning and Community Service Projects  
Entrepreneurship Activities

Youth do not come to an area community center for just an evidence-based curriculum. They come to get involved in another one of our activities, and the prevention education is woven into the enrichment activities. We make the lessons fun, interactive, and meaningful for the teens. It arms them with knowledge of the effects of alcohol, drugs and violence. It shows them other ways to cope with life’s stresses and how to negotiate peer pressure.

The hours that we operate is 3:00 to 6:00 Monday-Thursday and all day (8:00 to 4:00) during the summer months. **We anticipate serving 100 youth aged 10 to 19.** With the budget request of \$20,000 this equals a cost of \$200 per youth to operate this program.

#### 4) The GOALS of the program:

The goals of the Too Good for Drugs and Violence Program are simple: to engage 100 youth in meaningful activity that empowers them with skills and strategies to help make better life choices. The teens in Lindsay Heights are surrounded (unfortunately) with too many negative messages surrounding drugs, alcohol and violence. We need to equip them to make the choices that will lead them to be safe teens in this turbulent neighborhood. In an area of the city where people have almost given up on the youth, our teens are doing great things. This program will give even more teens the opportunity to shine in Lindsay Heights.

#### 5) Outcomes:

- a. Describe the expected outcomes, (results, impact or change) expected to come about as a result of your program and describe how these contribute to one or more of CDGA's long term outcomes which are: 1) Reduce Crime; 2) Increase Property Values; 3) Increase Economic Vitality; and, 4) Improve Quality of Life.

The evidence-based curriculum that we are using for this proposed program has a research-based pre and post survey that we use. The pre/post surveys help measure the knowledge, skills and attitude change in our program participants. Hard data- data that can tell us if what we are doing is working. The tools are administered before program participants start the curriculums; and then they are post tested at the end of the program.

All of the outcomes below help contribute to the CDGA's long term outcome #4) Improve Quality of Life. All the activities within the Too Good for Drugs and Violence work toward this outcome. Specific Outcomes for our program are as follows:

Outcome	Indicator	Data Source	How Collected
Perceived harmful effects: students understand the consequences of using drugs and the benefits of staying drug free.	Indicator: rise in pre/post test score in the knowledge, skills and attitude pre/post survey	Pre and Post Test	Survey done at the beginning and end of program
Resistance skills: students gain skills to resist negative media influences and peer pressure use.	Indicator: rise in pre/post test score in the knowledge, skills and attitude pre/post survey	Pre and Post Test	Survey done at the beginning and end of program

## BUDGET & RESOURCES LEVERAGED

Include a proposed budget for your program utilizing the enclosed budget forms.

The budget forms are on pages 23-24.

See attached budget forms.

Budget Narrative: We are requesting funding support in the amount of \$20,000. Funds will be used for the following:

Personnel: \$18,450 total requested

(1) Part time youth worker: The youth worker will be paid \$10/hour and work 15 hours per week. (total of \$6,750)

(1) Adult leader to help facilitate the program. The adult leader will be paid \$15/hour and work 15 hours per week (\$11,700 total)

*Neu-Life will also fund other staff members to help carry out the entire program. This funding request is just a portion of the total program cost.*

Fringe: \$1,550; to cover .0765 percent of the above mentioned wages

General Services: None Requested

Other: None Requested

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

## PART 2: EXPERIENCE

### 1. AGENCY EXPERIENCE:

Describe your agency's specific experience in providing the service for which funding is requested.

Neu-Life Community Development has been providing youth programs for the past fifteen years. Our programs and their scope have grown steadily, along with the number of youth we have been serving. We have grown from offering program one day a week to being a four-day a week program. We also have added a summer program component which is crucial for positive youth development.

Neu-Life Community Development opened its doors in August of 2000 and has grown rapidly since. In 2000, approximately 30 youth were attending the Neu-Life Program. In 2014, we served 1,302 unduplicated youth. Programming has become more diverse, and we offer something for all youth, from the 3 year old to the 17 year old.

Some of the successes we have seen include an increase in the overall number of youth participating, and an increase in grades as a result of the academic tutoring we supply the youth. We also see an increase in positive behavior in the youth, both in the program and at home. We address behavior issues and try to help youth develop positive ways of handling anger and unhappiness. We have been recognized by other community groups as being a positive place for youth. We have had some recognition by the Milwaukee Journal and area TV stations as well. Our focus on neighborhood improvement projects has also helped us gain more notoriety in our neighborhood. The neighbors see the Neu-Life youth doing positive things on a routine basis. We are an asset to the Lindsay Heights neighborhood.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

## 2. STAFF EXPERTISE:

**Describe your agency's specific staff experience in providing the service for which funding is requested.  
(Include education, years of experience etc.)**

Our staff expertise has allowed Neu-Life to grow in leaps and bounds. The founder and board member, Joann Harris-Comodore, brings over thirty-one years of experience in administration and program development. She is the CEO and founder of Residential Living Services, a very successful organization which provides assisted living housing options to residents of the city of Milwaukee.

The Executive Director, Jody Rhodes, has a bachelor's degree in Education and a master's degree in Administrative Leadership from University of Wisconsin-Milwaukee. She has over nineteen years' experience in working with at-risk youth. She has experience in program planning and evaluation, and is innovative in developing after-school program curriculum. Neu-Life is also an agency member of the Wisconsin Association of Child and Youth Care Professionals (WACYCP); an organization that advocates for excellence in youth care workers. We have part time staff and volunteers who are in the field of education and urban studies. Mrs. Rhodes has been the Director since 2003.

Neu-Life has a diverse staff of full time and part time staff that work in our programs. We have certified teachers, paraprofessionals, and work study students, college students that are going into the fields of education and social work and volunteers. We have many staff that have been here for five years or more and others who have been here at least three years. Staff turnover is low and morale is high. We pride ourselves in creating a positive working atmosphere.

We also have many former Neu-Life youth working for us. We are proud of their accomplishments and are very glad that they can join our team once they graduate from high school. Many are in college, and working part time for Neu-Life is a great job, it is a great way to give back to the program. We have a total staff of 59 people working at Neu-Life in some capacity (full time; part time; project based; contractual) and of those 59, 21 are former program participants. We are very proud that so many alumni now work to further our mission and vision. We believe this is unique for a youth serving organization in Milwaukee.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**



### 3. FINANCIAL/ORGANIZATIONAL/BOARD & ADMINISTRATIVE STRUCTURE

Describe all of the following about your agency:

**a. Financial structure:**

Neu-Life Community Development is a 501 © (3) non-profit agency. Neu-Life has a current operating budget of \$602,000 for the 2015 fiscal year. While we are still small, we are serving as many youth as some of the larger, older organizations in town. We pride ourselves in being rooted within the neighborhood in which we are located.

**b. Organizational & Administrative structure:**

Neu-Life is a 501 © non-profit that is run by a Board of Directors. In addition, we also have an Advisory Board that helps the board and organization with any issues. They are a great resource. Jody Rhodes, Executive Director, runs all the programs and operations of Neu-Life. We have an outside accounting firm that handles all the accounting and we are audited annually. Neu-Life also has a Director of Operations who handles all the HR issues of the organization.

**c. Board structure:**

The Board of Neu-Life Community Development is diverse and comprised of people who live and work in the community. There are five females and three males. William Robbins Sr. is the Board President and the board meets quarterly. The board is active in the governance of the organization.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

#### 4. ACCOMPLISHMENTS

##### A) Existing Agencies (Currently Funded by CDGA):

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. Accomplishment numbers are subject to verification by CDGA.

**NOTE:** If you are currently funded and are applying for a new activity for which you are not currently funded, you must provide THIRD PARTY documentation of your accomplishments for the new activity for which you are applying. This may include written statements from current funding sources, agency annual reports, etc.

**NOTE:** A written narrative alone by the applicant does not qualify as documentation of accomplishments.

##### B) New Groups (not currently funded by CDGA):

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. **New groups must include THIRD PARTY documentation verifying the stated accomplishments.** This may include written statements from current funding sources, agency annual reports, etc.

**NOTE:** A written narrative alone by the applicant does not qualify as documentation of accomplishments.

*Year 2014 Too Good for Drugs and Violence Curriculum Pre/Post Test Data: Source: Center for Self Sufficiency*

2014 Project Outcome – PLANNED	2014 Project Outcome – ACTUAL	Status	Data Collection Method
BFI Outcome 1: Decrease in the proportion of youth who report using alcohol	<u>90%</u> of surveyed participants reported a decrease in use of alcohol.	<input checked="" type="checkbox"/> Met <input type="checkbox"/> Unmet	BFI Survey
BFI Outcome 2: Decrease proportion of youth who report using illegal drugs.	<u>89%</u> of surveyed participants reported a decrease in using illegal drugs.	<input checked="" type="checkbox"/> Met <input type="checkbox"/> Unmet	BFI Survey
BFI Outcome 3: Increase the proportion of youth who report the Self-Efficacy to Refrain from Alcohol and illegal drug use despite external pressures.	<u>75%</u> of surveyed participants reported an increase in having the self-efficacy to refrain from alcohol.	<input checked="" type="checkbox"/> Met <input type="checkbox"/> Unmet	BFI Survey
BFI Outcome 4: Increase the proportion of youth who report the self-efficacy to manage negative emotions that lead to alcohol or drug use.	<u>80%</u> Provided by CFSS prior to August Partner Meeting.	<input checked="" type="checkbox"/> Met <input type="checkbox"/> Unmet	BFI Survey

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

**Comments:**

REVIEWER'S SUMMARY

NOTES:

---

---

---

---

---

---

---

---

---

---

# **AGENCY BUDGET: EXPENSES**

Organization: Neu-Life Community Development

Program Name: Too Good for Drugs and Violence Program

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested CDBG Funds	Committed Funds (list source)	Pending Funds (list source)
Personnel	\$18,450	47,500 (Milwaukee Brighter Futures)	25,000 (United Way Healthy Girls)
Fringe Benefits	\$1,550	5,000 (Milwaukee Brighter Futures)	
Occupancy/Utilities	0		
General Services (training, travel, printing, advertising, memberships)	0		
Supplies (office products, postage, computer and cleaning supplies, etc.)	0	2,000 (Milwaukee Brighter Futures)	
Contractual Services (accounting, legal, consulting, insurance)	0	5,000 (Milwaukee Brighter Futures)	
Equipment(Purchase/Rental)	0		
Other Costs(Describe)	0		
<b>TOTAL COSTS</b>	<b>\$20,000</b>	<b>59,500</b>	<b>25,000</b>

**TOTAL AGENCY BUDGET: REVENUE**  
(inclusive of all programs operated by your agency)

**Organization:** Neu-Life Community Development

Show a three year history of **actual revenue** received by your agency for the three year period shown.  
If more space is needed continue with another page.

CATEGORY	2012	2013	2014
<b>Government Grants</b> (list sources)			
A. Fighting Back, Inc/Stay Strong	45,000	20,000	25,000
B. Milwaukee Public Schools/DPI	268,000	268,000	268,000
C. City of Milwaukee Block Grant	0	15,000	30,000
C. Milwaukee Brighter Futures	86,000	150,000	150,000
<b>Subtotal</b>	399,000	453,000	473,000
<b>Foundation Grants</b> (list sources)			
A. Bradley Foundation	55,000	55,000	55,000
B. Zilber Family Foundation	7,500	4,000	
C. Helen Bader Foundation			20,000
D. Zonta Foundation Milwaukee	5,000	5,000	5,000
<b>Subtotal</b>	67,500	64,000	80,000
<b>Other Revenue</b> (list sources)			
A. United Way Healthy Girls	50,000	50,000	25,000
B. Mini-Grants	10,000	10,000	20,000
C. Donations	3,000	3,000	15,000
D.			
<b>Subtotal</b>	63,000	63,000	60,000
<b>TOTAL REVENUE</b>	529,500	580,000	613,000

## Board of Directors

Organization Name: Neu-Life Community Development

Date Completed: October 1<sup>st</sup> 2014

**DUNS Number:** 168786650

Program Year: 2014-2016

NAME & TITLE	RACE	ADDRESS-INCLUDE CITY, STATE & ZIP	TERM EXPIRATION
NAME: Rev William Robbins (pastor)	black	2612 N 9 <sup>th</sup> Street Milwaukee, WI 53205	12/31/2016
TITLE: President			
NAME: Ernestine Hill (Nurse)	black	2227 W Galena Street Milwaukee, WI 53205	12/31/2016
TITLE: Treasurer			
NAME: Willie Simmons (community member)	black	3068 N 27 <sup>th</sup> Street Milwaukee, WI 53210	ongoing
TITLE: board member			
NAME: Denise Wooten (community member)	black	3118 N Teutonia Ave Milwaukee, WI 53210	ongoing
TITLE: board member			
NAME: Glennie Pickett (business owner)	black	2130 N 19 <sup>th</sup> Street Milwaukee, W 53205	ongoing
TITLE: board member			
NAME: Joann Harris- Comodore (business owner)	black	2121 N 4 <sup>th</sup> St Milwaukee, WI 53212	ongoing
TITLE: Board Member			
NAME: Cordelia Taylor (nonprofit administrator)	black	3269 N 11 <sup>th</sup> Street Milwaukee, WI 53212	ongoing
TITLE: board member			
NAME:			
TITLE:			
NAME:			
TITLE:			
NAME:			
TITLE:			

The Slate of Officers of the Board Shall Commence on Jan 2014 and End on Jan 2016.